

ABSTRACT OF THE DISCLOSURE

The invention provides a hologram transfer foil comprising a substrate and a transfer layer laminated thereon, said transfer layer comprising a surface protective layer, a thermoplastic resin layer, a hologram layer and a heat seal layer in this order. The hologram transfer foil is applied on the heat seal layer side to an application member. In this case, a peel force between the substrate and the surface protective layer is smaller than that between adjacent layers in other layers. This hologram transfer foil enables a hologram image, etc. to be reconstructed in an uninterrupted manner, and is improved in terms of transferability and productivity.